Momentum Building For Merit Ultra Lights.

Demand for Merit ULTRA LIGHTS builds as thousands of smokers discover the Merit idea at only 4 mg tar.

Merit ULTRA LIGHTS. A milder Merit that's setting a whole new taste standard for ultra low tar smoking.

MERIT
Ultra Lights

© Philip Morris Inc. 1981
4 mg "tar," 0.4 mg nicotine
av. per cigarette by FTC method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/rmjn0003